

## MEDIA RELEASE

### **Online Gen Y Superannuation Company Rewards Young Talent Entries Open**

With the current global economic crisis, the Academy of Dreams' call for entries could not come at a better time for emerging Australian talent. The brainchild of web based financial services business **individuum**, the Academy of Dreams (AOD) is a unique sponsorship program for young locals displaying talent in the areas of music, sport and education.

With the aim of making dreams come true, the AOD targets Australian's who have a hidden, or obvious talent, but lack the financial support to get their dream off the ground.

This week **individuum** kicks off its search for Australia's most talented young sportsperson, musician or academic bright spark by opening entries to the 2009 AOD sponsorship program.

Head of **individuum**, David Arnold said, "a large part of our business philosophy lies in our commitment to serve a larger purpose and give back to the community. To align with our business model and the priorities of our younger investors we developed the Academy of Dreams last year - to support Australian grassroots music, sport and education."

**individuum** currently offers **individuum** Super, and other services that are relevant, easy-to understand and meet the needs of young, tech-savvy individuals.

The first AOD success story is Brisbane-based 'art-rock' band, The Red Paintings. As a result of the support from **individuum** throughout the 2008-2009 financial year, The Red Paintings have been able to hold live concerts and produce their first album, 'The Revolution Is Never Coming'. It's due for release in 2009.

Lead singer of The Red Paintings, Trash McSweeney, said "It's been an amazing experience working with the team at **individuum**. Their enthusiasm for our talents and the Academy of Dreams sponsorship gave us the opportunity to get our album off the ground independently - which was really important to us. **individuum's** support has extended beyond financial," said Mr McSweeney.

For most young talented Australians the only thing standing in the way of success is support and funding.

"At **individuum** we recognise that every little bit counts. This year **individuum** will inject \$25,000 towards supporting the dreams of the winning applicant. We invite any young and talented person to apply and we will aim to make the winner's dreams a reality," said Mr Arnold.

The **individuum** Academy of Dreams sponsorship program will be judged by two **individuum** staff: head of **individuum**, David Arnold and Marketing & Customer Acquisition Manager, Kate Thompson.

"We are looking for someone who not only meets our selection criteria but exudes a distinct energy only seen in successful people," said Ms Thompson.

Applicants will be judged on their ability to demonstrate:

- A skill or talent in the areas of music, education or sport
- A high level of perseverance and determination to achieve a dream
- A clear financial need

Applicants must be over 18 and an Australian citizen or permanent resident.

Entrants are required to apply online at [www.academyofdreams.com.au](http://www.academyofdreams.com.au) Entries close at midnight on Sunday 10 May 2009. The winning recipient of the 2009/10 Academy of Dreams sponsorship program will be announced on Monday 15 June 2009.

For more information on **individuum** please visit [www.individuum.com.au](http://www.individuum.com.au) or view attached FAQ's.

- Ends -

**About individuum:**

**individuum** is a web-based financial services business that recognises younger investors have a different agenda to those nearing retirement. It has been developed exclusively for young investors and is set to revolutionise the Australian market place. **individuum** does provide products that are relevant, easy-to understand and meet the needs of young people. **individuum** is a registered business name owned by IOOF Investment Management Limited ABN 53 006 695 021, AFS Licence No 230524, RSE Licence No L0000406.

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